

CableFAX Daily™

Friday — April 20, 2007

What the Industry Reads First

Volume 18 / No. 077

Here We Go Again: Dual Carriage Item Makes FCC Agenda

Another oldie is playing on the **FCC** jukebox, with the Commission slated to vote next week to seek comments on a proposal that would let must-carry stations demand analog and digital carriage by cable until operators had moved to a digital-only system. Cable maintains it's an unnecessary action since operators already simulcast several broadcasters' analog and digital signals. In some instances, cable triple-casts by providing an analog, digital and HD signal. The problem, cable says, is when carriage mandated by the govt instead of market forces. **Comcast** told FCC chmn *Kevin Martin's* sr legal adviser earlier this week that a govt requirement to double- or triple-cast all local broadcast channels would "impose a vastly increased burden on scarce bandwidth and would inevitably displace other programming that consumers value." Under the proposal, cable's mandatory carriage rights would go from just the analog signal to carriage of the analog and digital signals in systems that aren't providing digital equipment to all subs by Feb 17, '09. Comcast, in a letter to the FCC, argues that "must-carry already rests on a shaky legal foundation, and any expansion of must-carry obligations will be extremely vulnerable on statutory and constitutional grounds." 10 civic organizations, including the **Black Leadership Forum** and the **Hispanic Federation**, have asked Rep *José Serrano* (D-NY), chmn of the House subcmte on financial services and genl govt, to oppose the proposal. "To put the impact of dual carriage into perspective, consider that markets like NY may have a dozen or more stations that choose the must-carry option," the letter said, while expressing concern over how such a rule could severely reduce the amount of channels available for new, niche and minority audiences. **NCTA** has also spoken out against the plan, saying that the industry has repeatedly committed to deliver all broadcast signals to customers after the '09 DTV transition. "Cable operators already carry hundreds of local broadcast high definition signals as a result of marketplace agreements and not government mandates," a spokesman said. "The FCC's current proposal appears to mandate an unnecessary and unconstitutional carriage requirement that has already been overwhelmingly rejected twice by the FCC."

VA Tech Tragedy: Following criticism over Wed's wall-to-wall airing of images from video and photos that Virginia Tech killer *Cho Seung-Hui* mailed to **NBC News** the day of the attacks, the news nets are limiting their showings. NBC News and **MSNBC** defended their airing of the images but said Thurs that the footage would account for no more than 10% of airtime. That morning, some of the victims' families canceled appearances on the "Today Show" because they were upset with NBC for airing the images. In a memo to staffers Thurs morning, **Fox News** evp *John Moody* said the net would "severely restrict" its use of the images, writing that viewers had ample opportunity to see them by now and there was no "reason to continue assaulting the public with these disturbing and demented images." **CNN** is also reducing the images' use. "When the video and photographs surfaced, they were pertinent as new information. With this information now part of the larger story and given its sensitive nature, CNN will air it very judiciously," a statement read.

TOGETHER AGAIN

For the first time in four years, **Serena Williams** chases the Fed Cup championship with her sister **Venus**.

LIVE THIS WEEKEND. ONLY ON TENNIS CHANNEL.



CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● fax:301/738-8453 ● Editor-in-Chief: Amy Maclean, 301/354-1760, amaclean@accessintel.com ● Exec Editor, Michael Grebb, 301/354-1790, mgrebb@accessintel.com ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Associate Publisher: Amy Abbey, 301/354-1783, aabbey@accessintel.com ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Scott Gentry/VP and Group Publisher ● Online Publisher, Alison Johns, 212/621.4642 ● Paul Maxwell/Columnist. Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

Competition: AT&T launched mobile remote access for U-verse services, allowing TV and Internet subs to manage their DVR recordings from AT&T wireless phones and devices for no extra charge. -- DISH added V-me, a Spanish-language net developed with public TV, to both its basic tier and all DishLatino programming packages. The DBS op also launched **The Starfish TV Network**, offering news and info about charitable orgs such as the **American Heart Assoc** and the **Muscular Dystrophy Assoc**.

State Franchising: A FL Senate cmte approved Wed a statewide video franchising bill, which now heads to another cmte for review. The approved version requires new providers to offer services to at least half of the low-income households in their service areas within 5 years. -- The IA House passed Tues a statewide franchising measure that now must return to the senate for approval.

In the States: Cox said it will launch early this fall wireless service in parts of northern VA. It will join San Diego and AZ as locales offering the Pivot service, the yield of cable's wireless jv with **Sprint Nextel**. -- Comcast will hire 400 new employees throughout CA's Bay Area over the next 3 months, primarily for front-line technical and customer service posts.

Bad Connection: A quick-thinking DirecTV dispatcher called 911 last year after one of the DBS firm's installers said the lady at the house he was working at was holding him and another tech hostage with a gun. Unfortunately, that wasn't quite what he said. The tech said they were being held hostage until they were "done," not with a gun, and they were not in danger. Savage, MN's former police chief, told the *Shakopee Valley (MN) News*. The female customer, taken from her home at gunpoint last Oct and handcuffed, wants \$300K from the city and plans to sue DirecTV, the paper reports.

Broadband: mtvU and ROO partnered to offer a video player and customizable video channels to the more than 500 online college newspapers in the net's college publisher network. Channel content partners include the AP and Reuters. -- MySpace launched Thurs a news aggregation service allowing its 160mln members to rank news stories and headlines in order of importance and relevance. The service will gather news from a variety of outlets in 25 different topics, including sports, entertainment and health.

VOD: Comcast's VOD/broadband channel FEARnet will now include user-generated video, audio and other content for its 50K registered users. Also new is the blog of "Saw II," "III" and "IV" dir *Darren Lynn Bousman*.

Programming: BET's 1st original scripted series, "Somebodies" (fall debut), looks comedically Athens, GA, slackers trying to leap from college to successful careers. Joining the show on the net's slate of originals is "Exalted!" (fall), a biography series spotlighting various inspirational leaders, and "Baldwin Hills" (July), a docu-drama focused on teens growing up in the eponymous upper middle class L.A. enclave. -- Discovery Channel's special 3-hr broadcast of "Koppel on Discovery" (May 6, 8pm) will feature a Ted Koppel-led town hall meeting discussing living with cancer, and will feature *Lance Armstrong* and *Elizabeth Edwards*, wife of US presidential candidate *John Edwards*. -- Turner reached a deal to continue its annual coverage of the SAG Awards, with next year's event (Jan 27) to be simulcast live on TBS and TNT.

On The Circuit: NAMIC-NY provides a reason to rise early Tues as it hosts a 7 am breakfast (King Blues Club, 237 W. 42nd St) on building mentoring relationships. Speakers include Discovery ad sales pres *Joe Abruzzese*, Scripps Nets genl counsel *Bob Gerrard*, Comcast regional vp *Marge Jackson* and *Donovan Gordon*, svp, Showtime Event TV, and others. Among sponsors: A&E, The Sportsman Channel and The Tennis Channel (www.namic.com).

ON DEMAND



NFLNETWORKAFFILIATES.COM

**ONLY NFL NETWORK GIVES YOU
MORE THAN 100 PROFILES OF
KEY DRAFT PROSPECTS ON DEMAND**

BUSINESS & FINANCE

Advertising: SKYY signed on as the exclusive vodka of IFC, and will sponsor the net's Sat night programming starting this weekend. The brand will also be integrated into customized original content created by the net, and will be featured both on air and online through '07. Other IFC partners include **Heineken** and **Acura**. To handle a growing sponsorship list, *Kevin Cirrito* and *Lee Sparer* were promoted to vp, integrated partnerships, East Coast and West Coast, respectively.

People: Comcast named *Stephen Thomas* vp, technical operations, MI region. -- *Liz Janneman*, an ex-Weather Channel exec, was named pres, ad sales for **Current TV**. -- **here!** tapped ex-MTV exec *Jeff Elgart* as svp, corp ad sales and sponsorships.

In Remembrance: Thanks to VA Tech alum/**Buzztime's Ty Lam** for reminding us that Fri (4/20) is **Maroon & Orange Day** in honor of the students and professors killed in Mon's shooting spree. We're all Hokies right now.

Doing Good: Cox's Las Vegas system and **Christians in Cable** are partnering with **The Inspiration Nets** and **Convoy of Hope** to stage (May 5) a community outreach event in Las Vegas tied to the **Cable Show**. Free lunch, groceries, haircuts, and health screenings will be available to children and families. Included are games, live entertainment and giveaways. Cable reps seeking more info about volunteer opps: contact *Jim Dickson* at 303.770.5445 or jdickson@insp.com.

CableFAX Daily Stockwatch

Company	04/19 Close	1-Day Ch	Company	04/19 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/			AMPHENOL:	36.06	0.28
BRITISH SKY:	46.25	(0.08)	APPLE:	90.27	(0.13)
DIRECTV:	23.89	(0.06)	ARRIS GROUP:	15.05	0.12
DISNEY:	34.92	0.00	AVID TECH:	36.32	(0.44)
ECHOSTAR:	46.63	(0.37)	BLNDER TONGUE:	1.95	(0.01)
GE:	35.00	(0.13)	BROADCOM:	33.61	0.60
HEARST-ARGYLE:	27.20	(0.3)	C-COR:	13.90	(0.75)
ION MEDIA:	1.29	0.02	CISCO:	26.68	(0.19)
NEWS CORP:	24.65	(0.43)	COMMSCOPE:	44.30	(0.47)
TRIBUNE:	32.48	(0.21)	CONCURRENT:	1.44	(0.03)
MSOS					
CABLEVISION:	32.36	0.59	CONVERGYS:	26.44	(0.02)
CHARTER:	3.28	(0.01)	CSG SYSTEMS:	25.39	0.02
COMCAST:	27.56	(0.27)	GEMSTAR TVG:	4.46	0.00
COMCAST SPCL:	27.05	(0.31)	GOOGLE:	471.65	(4.36)
GCI:	14.61	(0.25)	HARMONIC:	10.44	(0.11)
KNOLOGY:	17.13	(0.08)	JDSU:	15.71	0.04
LIBERTY CAPITAL:	118.00	1.15	LEVEL 3:	5.95	(0.05)
LIBERTY GLOBAL:	34.78	(0.01)	MICROSOFT:	28.69	0.09
LIBERTY INTERACTIVE:	24.03	(0.25)	MOTOROLA:	18.08	(0.14)
MEDIACOM:	8.91	0.00	NDS:	52.50	0.37
NTL:	28.22	0.00	NORTEL:	24.03	(0.15)
ROGERS COMM:	36.73	(0.46)	OPENTV:	2.51	0.03
SHAW COMM:	39.63	(0.95)	PHILIPS:	42.03	0.61
TIME WARNER CABLE:	38.53	(0.23)	RENTRAK:	14.90	0.08
WASH POST:	754.59	(0.41)	SEACHANGE:	8.79	0.05
PROGRAMMING					
CBS:	31.58	(0.12)	SONY:	54.39	(0.82)
CROWN:	6.22	0.02	SPRINT NEXTEL:	20.28	(0.36)
DISCOVERY:	20.85	(0.25)	THOMAS & BETTS:	51.86	0.49
EW SCRIPPS:	45.19	0.04	TIVO:	6.66	0.18
GRUPO TELEVISA:	30.12	0.12	TOLLGRADE:	12.00	0.00
INTERACTIVE CORP:	38.40	(0.14)	UNIVERSAL ELEC:	27.47	(1.38)
LODGENET:	33.01	(0.06)	VONAGE:	3.00	(0.11)
NEW FRONTIER:	8.99	0.21	VYYO:	7.84	0.29
OUTDOOR:	9.88	(0.35)	WEBB SYS:	0.08	0.00
PLAYBOY:	9.91	(0.06)	WORLDGATE:	0.72	(0.05)
TIME WARNER:	20.77	(0.06)	YAHOO:	27.51	(0.8)
UNIVISION:	36.23	0.00	TELCOS		
VALUEVISION:	12.10	(0.01)	AT&T:	39.31	0.34
VIACOM:	41.61	0.05	QWEST:	9.07	0.17
WWE:	16.45	0.03	VERIZON:	37.51	0.09
TECHNOLOGY					
3COM:	4.28	(0.01)	MARKET INDICES		
ADC:	18.28	0.26	DOW:	12808.63	4.79
ADVANTAGE:	4.07	(0.13)	NASDAQ:	2505.35	(5.15)
ALCATEL LUCENT:	12.68	(0.02)			
AMDOCS:	36.08	(0.16)			



74's new project to help end electronic waste, launches Earth Day - April 22nd.

Get involved at www.gcycle.org

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Off-Season Game Plan

My beloved **Washington Redskins** have managed for many years running to make blunder after blunder during the **NFL** draft. So as I pessimistically await next weekend's '07 version, I can't decide whether **NFL Net's** increased event coverage—this year will feature for the 1st time live reporting of the entire 2 days—is a positive or a negative. On my end, I fear the increased coverage will beget more potshots directed at my team, but for NFL Net, it's clearly a boon. It increases the relevancy of the net's off-season programming, now critical for a pair of key reasons: to satiate the booming news appetite of professional football fans and to prove its year-round importance to cable ops and other video platforms. "Clearly the draft is the biggest off-season NFL event," said NFL Net vp, programming *Charles Coplin*. "It's of paramount importance, but we also see it as complimentary to our coverage of the Senior Bowl, the scouting combine and the owner's meetings." Indeed, the foursome spotlights the 365 day/year business of the NFL, which typifies the net and its viewers. Outsiders may not understand why fans would want to watch league prospects lift weights, run sprints and strut around in spandex, but increasingly they do. "This year's combined numbers were out of sight," said Coplin. "If you're not watching the NFL Network, you're not seeing what coaches, scouts and GMs see." What viewers also may see is 33 hours of total draft coverage on multiple platforms, including on **Sprint** wireless phones and cable VOD, where the number of player profiles has increased 5-fold in just a few years, to 100. In the fight with veteran **ESPN** for draft eyeballs, Coplin believes the net's talent roster offers an advantage. "I feel very good about our coverage, and our talent is very strong," he said, particularly touting ex-players *Marshall Faulk* and *Deion Sanders*. Now if I could just get a few laudatory comments about the Redskins. *CH*

Highlights: "Planet Earth," finale, Sun, 8pm, **Discovery**, **Discovery HD**. We won't say this week's final ep *Caves* (9pm), which is preceded by *Forests* (8pm), is the best of the 11-part epic, but we could be convinced. We could also argue that *Caves* works equally well on Earth Day, this Sun, as it would on Halloween. *SA*

Worth a Look: "Cameron Diaz," Wed, 8pm ET, 9pm PT, **Biography Channel**. Next time you're looking to do a random act of kindness, think of *Chuck Russell*, the director who decided that a 21-year-old model with no acting experience could play *Jim Carrey's* love interest in "The Mask" ('94). Thus, after 12 auditions and an ulcer was born the acting career of *Cameron Diaz*. Implications for your business? – "Cheerleader U," season finale, Wed, 10pm ET, **WE tv**. There's no crying in baseball, but there's plenty in cheerleading. – "A Life Interrupted," Mon, 9pm **Lifetime**. One of the best cause films Lifetime's done. Recounts story of a woman whose story helped clear the backlog of untested rape kits. The bigger story: How could Congress allow such a backlog to occur? – "Wife, Mom, Bounty Hunter," Fri, 9pm, **WE tv**. Interesting move by WE tv, seeking to tap into an audience interested in a pistol-packing mamas. A moderately entertaining series. *SA*

Basic Cable Rankings (4/09/07-4/15/07) Mon-Sun Prime			
1	USA	2.3	2097
2	DSNY	1.9	1690
3	TNT	1.6	1506
4	FOXN	1.4	1277
5	LIFE	1.2	1157
5	DISC	1.2	1096
5	A&E	1.2	1076
5	NAN	1.2	1067
9	TOON	1.1	1057
9	FX	1.1	969
9	HALL	1.1	821
9	TV1	1.1	395
13	TBSC	1	960
13	CORT	1	890
13	SCIF	1	865
16	VH1	0.9	836
16	HGTV	0.9	826
16	ESPN	0.9	818
16	CMDY	0.9	817
16	HIST	0.9	815
16	FAM	0.9	793
16	MTV	0.9	786
23	SPK	0.8	758
23	TVLD	0.8	746
23	TLC	0.8	742
26	CNN	0.7	696
26	FOOD	0.7	637
26	AMC	0.7	597
29	BET	0.6	493
30	ESP2	0.5	462
30	MSNB	0.5	447
30	APL	0.5	410
30	BRAV	0.5	401
30	LMN	0.5	280
35	EN	0.4	401
35	TTC	0.4	347
35	HLN	0.4	345
35	SOAP	0.4	255
35	NGC	0.4	233
40	TWC	0.3	311
40	CMT	0.3	237
40	TVGC	0.3	230
40	OXYG	0.3	228
40	TDSN	0.3	194
40	GSN	0.3	174
40	DSCI	0.3	141

*Nielsen data supplied by ABC/Disney



3.6 million of our loyal viewers found their ROOTS on TV One.*

ROOTS: The Next Generations coming in July



*Nielsen, NHI. 8-10PM April 8-12, 15 2007